# BEFORE THE POSTAL RATE COMMISSION WASHINGTON, D.C. 20268-0001

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POSTALORATE AND FEE CHANGES, 1997 ) Docket No. R97-1
OFFICE OF THE SECRETARY

# ANSWERS OF AMERICAN BUSINESS PRESS TO INTERROGATORIES OF THE UNITED STATES POSTAL SERVICE TO WITNESS CRAIN (USPS-T1-3 (partial), 35-36) (February 4, 1998)

The American Business Press hereby submits responses by its witness Keith Crain to interrogatories USPS/ABP-T1-3 (partial), 35-36. Objections have been filed to USPS/ABP-T1-1-34.

Respectfully submitted,

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Attorney for American Business Press

## **CERTIFICATE OF SERVICE**

I hereby certify that I have this date served the foregoing documents in accordance with Section 12 of the Commission's Rules of Practice.

<del>D</del>avid R. Straus.

Dated: February 4, 1998

ANSWERS OF AMERICAN BUSINESS PRESS WITNESS CRAIN TO USPS/ABP-T1-3 (PARTIAL), 35-36

USPS/ABP-T1-3

For each fiscal year (or calendar year if fiscal year is unavailable) from 1986 to present, please provide the total volumes mailed at second-class regular or periodical rates for each publication listed in response to interrogatory number 1.

#### Answer

Notwithstanding ABP's objections to questions I-34, we have compiled a list of our publications in June 1986 and June 1997 showing frequency and circulation. It is attached.

USPS/ABP-T1

# Average Circulation represents the six month average of ABC/BPA qualified circulation.

Publication Name	<u>Year</u> Founded	Jun-86			7e-nul			
		Average		<del></del>	Average			% of Change
		Circualtion	Frequency	Annual	Circuallion	Frequency	Annual	
Tabloid Size								
Advertising Age	1930	88,937	51	4,535,787	78,098	51	3,880,896	
American Laundry Digest <sup>4</sup>	1936	12,015	12	144, 180	14,933	12	179, 196	٠
Automotive News	1925	65,638	52	3,413,176	78,613	52	4.087.876	
Business Insurance	1967	13,562	52	705,224	51,754	52	2,691,208	
Business Marketing	1916	34,142	12	409,704	28,751	10	287,510	
Crain's Chicago Business	1978	48,088	52	2,500,628	50,165	52	2,608,580	
Crain's Cleveland Business	1980	25,199	52	1,310,348	23,075	52	1,199,900	
Crain's Detroit Business	1985	31,178	<i>5</i> 2	1,621,256	34,723	52	1,805,596	
Crain's New York Business	1985	72,773	52	3,784,196	65,792	52	3,421,184	
Creativity	1993	n/a	n/a	n/a	22,866	12	274,392	
Electronic Media	1982	24,407	52	1,269,164	26,291	52	1,367,132	
Franchise Times	1985	n√a	n/a	n/a	97,399	10	973,990	
Investment News**	1997	n/a	n/a	n/a	60,119	52	3,126,188	
Pensions & Investments	1973	31,513	27	850,851	48,044	26	1,249,144	
Plastics News	1989	n/a	n/a	n/a	60,082	52	3,124,264	
Radio Communications Report*	1982	ก/ล	υ/a	n/a	31,418	52	1,633,736	
Rubber & Plastics News	1971	9,129	27	246,483	15,606	26	405,756	
Tire Business****	1983	14,929	25	373,225	20,749	26	539,474	
Wasle News	1995	n/a	n/a	n/a	40,899	52	2,131,948	
Total Tabloid Size		471,511	518	21,164,222	847,475	745	34,987,970	65%
% of Total				65%	,		63%	40,1
Magazine Size								
American Clear Car	1972	17,505	8	105,030	12,463	6	74,778	
American Coin-Op	1959	18,267	12	219,204	17,923	12	215,076	
American Drycleaner	1934	24,862	12	298,344	21,772	12	261,264	
AutoWeek	1958	161,709	52	8,408,868	291,783	52	15,172,716	
Detroit Monthly		40,292	12	483,504	n/a	n/a	n/a	
Moden Physician****	1997	n/a	n/a	n/a	34,517	12	414,204	
Modern Healthcare	1974	68,078	26	1,770,028	79,313	52	4,124,276	
Total Magazine Size		330,713	120	11,284,978	457,771	146	20,262,314	<b>%08</b>
% of Total		-,,,	•	35%	· [i : i		37%	30 /4
Grand Total		802,224	638	32,449,200	1,305,246	891	55,250,284	70%

<sup>&#</sup>x27;American Laundry Digest ceased publication in September 1996, American Laundry News began October 1996.

<sup>&</sup>quot;Investment News began publication September, 1997, audit is from September 1897 until December 15, 1997.

<sup>\*\*\*</sup>Crain did not own RCR until 1992.

<sup>\*\*\*\*</sup>Initial audit was for the six months ended 12/31/86.

<sup>\*\*\*\*\*</sup>Modern Physician first issue use May, 1997. •

ANSWERS OF AMERICAN BUSINESS PRESS WITNESS CRAIN TO USPS/ABP-T1-3 (PARTIAL), 35-36

USPS/ABP-T1-35

Please refer to your testimony on page 6, lines 10-11. Please provide any quantitative support for your claim that "most publications experienced rate increases just last year, as a result of 'classification reform." (emphasis added).

#### <u>Answer</u>

I have no precise quantitative support. However, because, as I understand it, most publications sort most of their copies to basic, 3-digit or 5-digit levels, it follows that most publications experienced rate increases.

ANSWERS OF AMERICAN BUSINESS PRESS WITNESS CRAIN TO USPS/ABP-T1-3 (PARTIAL), 35-36

USPS/ABP-T1-36

Please refer to your testimony at page 5, lines 13-17. For each of the last 10 years, what proportion of Crain Communications' circulation (for all its publications) is represented by tabloid-sized periodicals)? If figures are not available, do you believe that this proportion has increased or decreased during the last 10 years?

#### <u>Answer</u>

We do not have this information readily available. I believe, however, that the proportion of tabloid pieces has increased somewhat in the past ten years.

# **DECLARATION**

I, Keith Crain, declare under penalty of perjury that the foregoing answers are true and correct to the best of my knowledge, information and belief.

Keith Crain

Date